

THE TORRANCE HERALD IS Growing with Torrance!

Nine months ago, when the present publishers acquired this 42-year-old newspaper, they confidently promised that THE HERALD would grow with Torrance. The HERALD has grown with Torrance and will continue to grow. It will not only keep pace with, but will help set the pace for the remarkable growth that may be expected within the next months and years.

How has THE HERALD grown? It has grown in circulation, in readership and general public acceptance in a way almost unique in the history of Southern California. It has constantly expanded its service to readers, to advertisers and to the community at large. It has accomplished all this because of a willingness on the part of the publisher and the entire staff to give more and yet more. It has expressed confidence in the future of Torrance, unreservedly and enthusiastically. It has a right to the claim that it is, by every standard of comparison, Torrance's only "COMPLETE" newspaper.

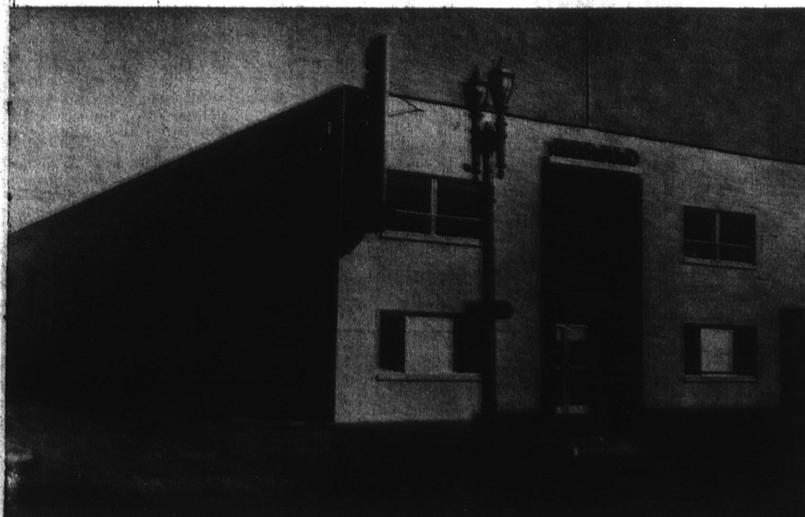


"And Why Is It Complete?"

The Torrance Herald is the only "COMPLETE" local newspaper because it has complete local news and feature service twice a week. It is original, does not depend on any other newspaper for its news and is completely independent of any outside influence, financial or otherwise.

It is "COMPLETE" because it carries ten times as much general news, community news, social news, sports news and pictures as any other local publication.

Add to this careful and responsible editing, with a complete editorial page twice a week, and the HERALD offers its readers regularly a newspaper COMPLETE in every way.



PLANT AND OFFICE AT 1619 GRAMERCY

You will be well informed on current events in Torrance and will know what the future has to offer when you become a regular twice-weekly reader of THE HERALD . . . the only "COMPLETE" local newspaper.

THE TORRANCE HERALD